

WDBS DARTMOUTH BROADCASTING SYSTEM

49 ROBINSON HALL · HANOVER · NEW HAMPSHIRE · TELEPHONE 30

May 15, 1950

Mr. Howard Eaton
Production Director
Radio Station WYBC
Yale University
New Haven, Conn.

Dear Howie:

Thank you for the information from Gordon Mills. This at least cleared up some of the mystery surrounding their proposed show. The idea sounds as if they are trying to cater to "local" audiences by means of the network in order to build up greater ties in non-television areas. My source of information stems from a man who worked at the station in his college years and who is now slaving for NBC-TV in the job of theatre manager for the Montgomery show. He is one of the many who have radio not only dead, but deeply buried; so I have taken his ravings with a few grains of salt. I do think that college stations away from big TV cities will have a good selling point if regular network radio does buckle under.

I'm sorry there was such a delay in sending you that ET but John G. undertook to do it and was so snowed that it got no action. We are slowly but surely tightening up here so that sort of thing will not recur.

This week we are planning new shows and next year's programming and I will leave some clear spots for any shows we might exchange, especially on the matter of Sport Broadcasts. If you see Ding please tell him the WDBS program sheets will be coming down in short order.

Sincerely yours,

Bill

William Terry
Program Director

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